

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A television apparatus having a display on which is generated a television program profile interface, said television program profile interface having a multiplicity of axes, including:

a television viewer profile represented by weighted viewer preferences, different portions of which are selectable by traversing along at least one axis of the multiplicity of axes,

wherein the weighted viewer preferences are represented along a plurality of axes that are different than the at least one axis of the multiplicity of axes,

wherein the at least one axis of the multiplicity of axes are provided within a same view as the television viewer profile and represents at least one activity not involved in viewing or listening to television,

wherein the at least one of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the at least one axis to be changed along the at least one axis,

wherein the television viewer profile weighted viewer preferences have an activation mechanism that allows for viewer selection and manipulation of the television viewer profile weighted viewer preferences.

2. (Currently Amended) A television apparatus having a display on which is generated a television program profile interface, said

television program profile interface having a multiplicity of axes, including:

a television viewer profile represented by weighted viewer preferences, different portions of which are selectable by traversing along at least one axis of the multiplicity of axes,

wherein the weighted viewer preferences are represented along a plurality of axes that are different than the at least one axis of the multiplicity of axes,

wherein the at least one axis of the multiplicity of axes are provided within a same view as the television viewer profile,

wherein the at least one of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the at least one axis to be changed along the at least one axis,

wherein the television viewer profile weighted viewer preferences have an activation mechanism that allows for viewer selection and manipulation of the television viewer profile weighted viewer preferences,

wherein the at least one axis comprises time.

3. (Currently Amended) The television program profile interface in accordance with apparatus as claimed in Claim 1, wherein said weighted viewer preferences are represented by bar graphs.

4. (Currently Amended) The television program profile interface in accordance with apparatus as claimed in Claim 2, wherein said weighted viewer preferences are represented by bar graphs.

5. (Currently Amended) The television program profile interface in accordance with apparatus as claimed in Claim 1, wherein each of said weighted viewer preferences is individually viewer modifiable.

6. (Currently Amended) The television program profile interface in accordance with apparatus as claimed in Claim 1, further comprising means for viewer interaction to alter a topic selection presented by the television viewer profile to provide said weighted viewer preferences sorted by a selected topic represented on the at least one axis.

7. (Canceled)

8. (Canceled)

9. (Canceled)

10. (Canceled)

11. (Currently Amended) A method of using displaying a television viewer profile interface represented by weighted viewer preferences, said method including the acts steps of:

a) providing displaying a television viewer profile that presents a list of weighted view viewer preferences that change proportionally with respect to at least one axis of a multiplicity of axes,

wherein the weighted viewer preferences are represented along a plurality of axes that are different than the at least one axis of the multiplicity of axes,

wherein the at least one axis of the multiplicity of axes are provided within a same view as the television viewer profile; and

b) modifying said television viewer profile via an access mechanism that allows a viewer accessing different portions of the television viewer profile by traversing along the at least one axis,

wherein the at least one of the multiplicity of axes is at least two of the multiplicity of axes.

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (canceled)

17. (canceled)

18. (Canceled)

19. (Canceled)

20. (Currently Amended) ~~The television program profile interface of apparatus as claimed in Claim 1 wherein the activation mechanism is configured to allow viewer manipulation of selected weighted viewer preferences by moving the selected weighted viewer preferences along an axis.~~

21. (Currently Amended) ~~A television apparatus having a display on which is generated a television program profile interface, said television program profile interface having a multiplicity of axes, including:~~

a television viewer profile represented by weighted viewer preferences, different portions of which are selectable by traversing along at least one axis of the multiplicity of axes,

wherein the weighted viewer preferences are represented along a plurality of axes that are different than the at least one axis of the multiplicity of axes,

wherein the at least one axis of the multiplicity of axes are provided within a same view as the television viewer profile,

wherein the at least one of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the at least one axis to be changed along the at least one axis,

wherein the television viewer profile weighted viewer preferences have an activation mechanism that allows for viewer selection and manipulation of the television viewer profile weighted viewer preferences,

wherein the at least one of the multiplicity of axes is at least two of the multiplicity of axes.

22. (Currently Amended) ~~The television program profile interface of apparatus as claimed in Claim 21, wherein the at least two of the multiplicity of axes are arranged in parallel to each other.~~

23. (Currently Amended) ~~A television apparatus having a display on which is generated a television program profile interface, said television program profile interface having a multiplicity of axes, comprising~~

a television viewer profile represented by weighted viewer preferences that changes with respect to at least one axis of the multiplicity of axes,

wherein the weighted viewer preferences are represented along a plurality of axes that are different than the at least one axis of the multiplicity of axes,

wherein the at least one axis of the multiplicity of axes are provided within a same view as the television viewer profile,

wherein the at least one of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the at least one axis to be changed along the at least one axis,

wherein a selection of the position along the at least one axis of the multiplicity of axes operates to filter the weighted viewer preferences to provide weighted viewer preferences that correspond to the selected position, and

wherein the at least one of the multiplicity of axes is at least two of the multiplicity of axes.

24. (Currently Amended) A television apparatus having a display on which is generated a television program profile interface, said television program profile interface having a multiplicity of axes, comprising

a television viewer profile represented by weighted viewer preferences that changes with respect to at least one axis of the multiplicity of axes,

wherein the weighted viewer preferences are represented along a plurality of axes that are different than the at least one axis of the multiplicity of axes,

wherein the at least one axis of the multiplicity of axes are provided within a same view as the television viewer profile,

wherein the at least one of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the at least one axis to be changed along the at least one axis,

wherein a selection of the position along the at least one axis of the multiplicity of axes operates to filter the weighted viewer preferences to provide weighted viewer preferences that correspond to the selected position, and

wherein the at least one of the multiplicity of axes is least two of the multiplicity of axes.

25. (Currently Amended) The television program profile interface of apparatus as claimed in claim 24, wherein the at least two of the multiplicity of axes are arranged in parallel to each other.

26. (Currently Amended) A television apparatus having a display on which is generated a television program profile interface, said television program profile interface having a multiplicity of axes, including:

a television viewer profile represented by weighted viewer preferences that proportionately change with respect to at least one axis of the multiplicity of axes, wherein the at least one of the multiplicity of axes has a profile view selecting mechanism

that selects the profile view by traversing along the at least one axis, wherein at least one of the multiplicity of axes represents at least one activity not involved in viewing or listening to television and the television viewer profile weighted viewer preferences have an activation mechanism that allows for viewer selection and manipulation of the television viewer profile weighted viewer preferences.

27. (Currently Amended) A television apparatus having a display on which is generated a television program profile interface, said television program profile interface having a multiplicity of axes, including:

a television viewer profile represented by weighted viewer preferences that proportionately change with respect to at least one axis of the multiplicity of axes, wherein the at least one of the multiplicity of axes has a profile view selecting mechanism that selects the profile view by traversing along the at least one axis, wherein at least one of the multiplicity of axes represents at least one activity not involved in viewing television and the television viewer profile weighted viewer preferences have an activation mechanism that allows for viewer selection and manipulation of the television viewer profile weighted viewer preferences,

wherein the at least one axis comprises time.

28. (Currently Amended) The television program profile interface of apparatus as claimed in Claim 26, further comprising means for viewer interaction to alter a topic selection presented

by the television viewer profile to provide said weighted viewer preferences sorted by a selected topic.

29. (Currently Amended) ~~An A television apparatus having a display on which is generated an interactive, television program profile interface, said interactive, television program profile interface, including:~~

television viewer profile represented by weighted viewer preferences in graphical form including a plurality of bar graphs,

wherein the bar graphs change with respect to at least one axis of a multiplicity of axes, and wherein the at least one axis has a profile view selecting mechanism that selects the profile view without altering the television viewer profile by traversing along the at least one axis, said bar graphs being coupled to an access mechanism that allows for viewer selection and altering of weighted viewer preferences,

wherein the at least one of the multiplicity of axes is at least two of the multiplicity of axes.

30. (Currently Amended) ~~An interactive, The television program profile interface of apparatus as claimed in Claim 29, wherein at least one of the multiplicity of axes represents at least one activity not related to viewing television.~~

31. (Currently Amended) ~~A method of using displaying a television viewer profile interface represented by weighted viewer preferences, said method including the acts steps of:~~

a) ~~providing displaying a television viewer profile that presents weighted view viewer preferences along an axis, said~~

weighted ~~view~~-viewer preferences changing proportionally with respect to at least one axis of the multiplicity of axes, wherein the at least one of the multiplicity of axes has a profile view selecting mechanism that selects the profile view without altering the television viewer profile by traversing along the at least one axis, wherein at least one of the multiplicity of axes represents an at least one activity not involved in viewing television; and

b) modifying said television viewer profile by viewer interaction via an access mechanism that allows viewer selection and alteration of the television viewer profile by traversing along said axis,

wherein the at least one of the multiplicity of axes is at least two of the multiplicity of axes.

32. (Currently Amended) The method ~~of as claimed in~~ in Claim 31, wherein the act of modifying said television viewer profile view further comprises the access mechanism providing a selection device that allows selection from one of a plurality of weighted viewer preferences within the television viewer profile.

33. (Currently Amended) The method ~~of as claimed in~~ in Claim 32, wherein the act of modifying said television viewer profile view further comprises the access mechanism providing an altering device that allows altering of a selected one of the plurality of weighted viewer preferences within the television viewer profile.